

result is attained, such laws would probably put an end to much of such "misbranding advertising" of drugs and foods.

\* \* \*

*The Work of the American Medical Association Council on Pharmacy and Chemistry.*—Few agencies have given greater aid to the United States Bureau of Chemistry in the efforts to protect the people from misbranded drugs than has the American Medical Association. The efficient investigation of drugs by the American Medical Association Council on Pharmacy and Chemistry has extended over many years; and more recently its Committee on Foods has started in to render equally valuable service as regards proprietary foodstuffs. But valuable as those investigations have been, they would have had far less effect had not publicity constantly been given to the Council's findings in the *Journal of the American Medical Association* and in the publications of the associated state medical societies.

\* \* \*

*The Part Played by the California Medical Association in This Crusade.*—The California Medical Association may take a special pride in all this work because the founder of its official journal, the late Philip Mills Jones, may be said to have been one of, if not the outstanding militant medical leader in cleaning the pages of medical journals of obnoxious advertisements. During the last three years, in the Twenty-Five Years Ago column of CALIFORNIA AND WESTERN MEDICINE, has been printed excerpt after excerpt showing how valiantly and trenchantly the late Doctor Jones gave battle in these matters. His was a big and brave service, nobly rendered.

That good work which California helped inaugurate some twenty-five years ago should and will receive the continued support of California. If we were to make a further suggestion, it would be that the California Medical Association Committee on Health and Public Instruction might well keep in touch with the Federal and California Pure Foods and Drugs officials and with the American Medical Association authorities, so that in any prospective legislation designed to remedy weaknesses in our present federal and state pure foods and drugs acts the fullest support would be given by California legislators and congressmen to such needed amendments.

#### OPTOMETRY IN A SOUTHERN CALIFORNIA UNIVERSITY

*Two Interesting Clippings.*—Just as the copy for the December number of CALIFORNIA AND WESTERN MEDICINE was being prepared for the press, two interesting pieces of printed matter were received.

One was the first page of the second part of the Los Angeles *Examiner* of November 19. It contained a large three-column photo-cut of a University of Southern California co-ed undergoing a keratometer eye examination. The cut was illustrative of a news item which was cap-

tioned: "Weary Optics Cause Crashes, Says Expert—Man's Eyes, Still Primitive, Not Yet Adapted to Helter Skelter of Modern Traffic."

The expert referred to, and whose photograph appeared with that of the University of Southern California co-ed in the cut just referred to, according to the newspaper account, was "Dr. A. M. Skeffington of Chicago, internationally known authority on eyes and director of the Graduate Foundation of Optometry. He is conducting a series of clinics this week at the University of Southern California."

The newspaper reporter, among other things, quoted the expert as follows:

"The eye is the barometer of health, measurement being by the nervous stimulation as it affects eye response to color, he declared.

"Adaptation of eyes to modern conditions—the preservation of visual efficiency—is the scope of optometry," stated Doctor Skeffington."

\* \* \*

*Regarding Excerpts in the Miscellany Department of California and Western Medicine.*—The other piece of printed matter was a copy of the *Optometric Weekly* of November 13, 1930. In that publication, mention is made several times of Doctor Skeffington and his work. For the information of ophthalmologists and other members of the California Medical Association who are interested, some excerpts are made from this publication and are printed in the Miscellany Department of this number of CALIFORNIA AND WESTERN MEDICINE under the caption, "Some Optometric Trends." (See page 913.)

Among other items therein, will be found one or two paragraphs concerning a proposed six-million-dollar publicity outlay to cover a four-year period campaign to be financed by members of the American Optometric Association; and which is presumably designed to place optometry in its rightful place before the American people. The work of the "Graduate Foundation of Optometry," as given expression under the supposed sponsorship of the University of Southern California, is probably an antedating or accessory publicity medium, independent of the six-million-dollar campaign.

\* \* \*

*University of Southern California Is Making an Interesting Experiment.*—The authorities of the University of Southern California are seemingly in line or sympathy with some of these publicity efforts. This is perhaps due to the fact that the University of Southern California several years ago absorbed the Los Angeles School of Optometry and made it one of its departments, making provision to grant degrees in optometry to graduates of the department. The University of Southern California did this at the time that it is trying to launch a Class A medical school to revive its former medical department. It must be confessed that this dual effort of a presentation of a full-fledged school of optometry, side by side with a school of medicine seeking Class A rating from the Council of Medical Education of the American Medical Association and the Associa-

tion of American Medical Colleges is somewhat out of the ordinary. However, times are rapidly changing, and this new procedure may be nothing more than an advance or pioneer example. The experiment will no doubt be watched with much interest by the large California group of well-known alumni of the former University of Southern California medical schools, and by other medical and lay citizens who keep in touch with educational matters.

No matter how the experiment may turn out, and the friends of the university wish it well, the fact remains that the newspaper publicity above referred to, in connection with the "Graduate Foundation of Optometry" clinics is just a wee bit unusual, when considered as being under the sponsorship of so large and well known an institution as the University of Southern California.

Mention is made of these matters in this column, not in a spirit of criticism, but because the attention of the editor has been several times called to this unusual situation by members of the California Medical Association, who felt that this somewhat new departure in collegiate education warranted some comment and attention from members of the medical profession. Members of the eye sections of the state and county medical societies will no doubt watch these experiments with special interest.

#### A CALIFORNIA MENTAL HYGIENE SURVEY

*Doctor Myers' Figures of California Institutional Inmates.*—One of the special articles in this number of CALIFORNIA AND WESTERN MEDICINE deals with a California state mental hygiene survey. The writer of the article, Dr. Glenn Myers of Los Angeles, presents a general outline of the recent survey and urges all physicians and citizens to coöperate in the work.

The figures given by Doctor Myers on California's institutional population and its annual cost to the taxpayers are worthy of careful consideration. Among the large number of institutional inmates, few have so great a call upon our humanitarian instincts as those patients who may be classed as belonging to the mentally enfeebled. From the standpoint of "non" understanding supervision, few types of patients have had their care associated with so much tragedy and horror as have fallen to the lot of those of our unfortunate fellowmen who have been mentally ill. It is high time that a civilization which at times seems to take an almost inordinate pride in its accomplishments in material resources, should also awaken to its responsibilities in the care of these unfortunate citizens, whose proper supervision and treatment still remains one of the greatest of our public health problems.

\* \* \*

*Figures From a Massachusetts Authority.*—A paragraph from a recent article by Dr. William

A. Bryan of the Worcester, Massachusetts, State Hospital, may be pertinent in this connection. He stated:

"The average daily population in mental hospitals in the United States is 395,407 compared to 331,359 patients in all other hospitals. In other words, there are more patients in hospitals suffering from mental disorder than all other kinds of diseases put together.

"The daily average of mental patients in hospitals increased from 1928 to 1929 by 26,372 compared with a decrease of 5793 in general hospital."

Bryan pointed out that "research had raised the recovery rate of one disease, general paresis, from nothing to 38 per cent." He went on to emphasize the need of a survey, such as is proposed for California, and stresses that "it is not buildings or equipment that will cure patients, but personnel," and that "the efficiency of the hospital of the future will be judged entirely upon the number of patients it is discharging back into the community, and not upon the smoothness of its organization."

It is hoped that the efforts now being made in California for a better solution of some of the important problems which face us in the care of these mentally ill fellow citizens will meet with full success. Members of the medical profession, both as individuals and through their medical organizations, should maintain active contacts and coöperation in this important work.

---

Improper Advertising.—We append an excerpt from the bulletin of the National Better Business Bureau, Inc., which shows that improper advertising has aroused the resentment of the laity:

"The audacity of the American Tobacco Company in using advertising for its product Lucky Strike Cigarettes based on an untenable health appeal has proved profitable, but if it is safe to accept this advertising campaign as a criterion of the latitude advertising of the future will take, it is also safe to disregard consumer confidence in advertising as an entirely unnecessary element for advertising success.

"Lucky Strike advertising, in effect, is a prescription in which the doctor, who in this instance is the American Tobacco Company, prescribes cigarettes for public health.

"Lucky Strike advertising has frequently been criticized by competent authorities acting in the public interest, but criticism of the American Tobacco Company seems to fall on deaf ears. Its objective seems to be to earn immediate profits even though the means used to earn them are in conflict with fair dealing. Its record of unfair dealing is quite convincing."

Medical publications have been solicited for space in which to set forth the allurements of tobacco, but we are pleased to note that most of the journals would not respond to these proposals. Most publications dealing with professional matter need revenue, but those which sold space to encourage the use of tobacco have lost a certain degree of approval. We do not feel that there is any occasion to discuss the good or bad effects of tobacco in connection with this publicity.

The profession has adequate testimony upon which anyone may decide for himself what his personal attitude should be, but there can be no room for differences of opinion about the ethics of the American Tobacco Company as set forth in the advertisements.

As a matter of protest the medical profession might well pattern its demonstration in some degree upon that of the famous Boston Tea Party.—*New England Journal of Medicine*, October 1930.